



International Benefits, Evaluation and Costs (IBEC) Working Group Events 12th World Congress on Intelligent Transport Systems San Francisco, November 6th-10th, 2005

Pre-Conference Workshop Sunday 6th November, 09:00 – 16:00, Hilton Hotel, Union Square Rooms 1 & 2

An International “Tour” of ITS Benefits, Evaluations, and Costs

This one-day international “tour” of ITS deployments and evaluations will present the world of ITS results to transportation program managers and evaluators for discussion, debate, and insight. The day will focus on:

- Electronic Payment
- Traveler Information
- Vehicle-Infrastructure Integration

ITS program managers and evaluators from around the world will present lessons learned, discussing their successes, failures, and future plans for achieving their program goals.

Join colleagues from around the world for a dynamic and informative day of learning about the best that ITS can achieve.

Fee: \$50 including light breakfast and lunch

Schedule:

- 9:00 Breakfast
Introduction: **Steve Tarry**, IBEC Chair
- 9:30 Welcome to California: **Randy Iwasaki**,
Chief Deputy Director, California
Department of Transportation
- 10:00 *Split session:* (1) Traveler Information
Services (2) Electronic Payment
- 11:45 Lunch
- 12:15 Luncheon Speaker: **Prof. Qixin Shi**,
Tsinghua University
- 13:00 Vehicle-Infrastructure Integration
- 14:15 Break
- 14:30 Supporting Decision-Makers on ITS
Investment
- 15:45 Wrap-Up: **Jane Lappin**, IBEC Vice
Chair

- Co-Sponsors:**
- Transportation Research Board (TRB) Intelligent Transportation Systems Committee
 - Transportation Research Board (TRB) Vehicle-Highway Automation Committee
 - American Association of State Highway and Transportation Officials (AASHTO)
 - American Public Transportation Association (APTA)
 - Intelligent Transportation Society of America (ITS America)

To register for the workshop only, contact Ms. Patty Del Pozo of ITS America, 202-721-4238, pdelpozo@itsa.org.
To register for the 12th ITS World Congress, contact the World Congress association, www.itsworldcongress.org.

What is IBEC?

IBEC is a cooperative working group whose purpose is to coordinate and expand international efforts to exchange information and techniques for evaluating ITS benefits and costs. IBEC brings together the best knowledge and evaluation experience and aims to be the focal point for discussion and debate of interest to the international evaluation community. IBEC encourages more effective use of ITS evaluation information that facilitates ITS decision-making.

Membership is free and open to anyone with an interest in ITS evaluation.

Email ibec@trl.co.uk Website www.ibec-its.org

Traveler Information Services

Chair: Jane Lappin, Program Manager,
USDOT/RITA/Volpe Center, USA

Richard Harris, Regional Director ITS
Services, Faber Maunsell, UK
*European Community Traveler Information
Services: An Overview of Program Goals and
Lessons Learned*

Nick Illesley, Chief Executive, Transport Direct
(London), UK (invited)
The Costs and Benefits of Transport Direct

Ian Anderson, Senior Engineer, Scottish
Executive Development Department, UK

Dr. Jacorien A. A. Wouters, Program Manager
Traffic Data and Travel Information, AVV
Transport Research Center, NETHERLANDS
The Dutch Experience

Carol Kuester, AICP, Manager of Traveler
Information Services, Metropolitan
Transportation Commission, USA
*The Bay Area's Lessons Learned about
Traveler Information Services from TravInfo
to 511*

Electronic Payment

Chair: Leisa Moniz, USDOT/RITA/Volpe
Center, USA

Gregory Garback, Executive Officer,
Washington Metropolitan Area Transit
Authority, USA
*North American Overview of Transit Smart
Card Projects*

Phil Blythe, Professor of ITS, University of
Newcastle, UK
Simon Edwards, Professor of ITS, University
of Newcastle, UK
*European Overview of Transit Smart Card
Projects*

Jacob Avidon, Senior Program Coordinator,
Metropolitan Transportation Commission, USA
TransLink Program Evaluation Findings

John Stout, CEO, Transys, UK
London OysterCard Overview

John Paynter, Senior Lecturer in Software
Engineering, University of Auckland, NEW
ZEALAND
*Arm's Length Evaluation of Hong Kong's
Octopus Smart Card System*

Vehicle-Infrastructure Integration

Vehicle-infrastructure integration (VII) and e-Safety promise improved driving safety and mobility, but at what cost and to whom? Previous programs have run smart cars on smart highways, but, lacking a profitable business case and strong political support, these programs have not progressed past the demonstration stage. Join our panel of VII and e-Safety experts as they consider who pays, who benefits, and how to measure program success.

Steve Underwood, Research Scientist, Center
for Automotive Research, USA

Friederich-Fritz Bolte, Bundesanstalt für
Strassenwesen (Federal Highway Research
Institute), GERMANY

Steven Shladover, Research Engineer,
California Partners for Advanced Transit and
Highways, USA

Michael McDonald, Director, Transportation
Research Group, University of Southampton,
UK

Supporting Decision Makers on ITS Investment

Chair: Richard Harris, Regional Director ITS Services, Faber Maunsell, UK

Joseph I. Peters, Manager of ITS Program Assessment, USDOT, USA
Decision Making Resources in the USA

Steve Tarry, Regional Director, Faber Maunsell, UK, IBEC Chair
Decision Making Resources in the U.K.

Dean Herenda, Undersecretary, CONNECT Project Chairman, Ministry of Transport, SLOVENIA

Decision Making Resources for Accession Countries in Europe

Dr. Paul Vorster, CEO, South African Society for Intelligent Transportation Systems, SOUTH AFRICA

Decision Making Resources in Developing Countries



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Special Sessions Monday and Tuesday, 7th and 8th November Moscone Center, Room 133

IBEC 1: Private Sector Decision-Making on ITS Investments: Making the Business Case for ITS (Monday 7th, 15:30 – 17:00)

When determining whether or not (and how much) to invest in ITS, the decision-making process is different in the private sector than the public sector. What kind of data does the private sector collect? How do companies analyze data in order to support their decision-making process? In this session, speakers from private sector organizations, large and small, from around the world will shed light on this aspect of ITS investment decision-making, which is not well documented in the public arena.

Moderator: Richard Mudge, Vice President, Delcan-NET, USA

Stuart Marks, CEO, IT IS, USA

Dan Manor, President, EIS Electronic Integrated Systems, CANADA

Travel Time Prediction: The Low Cost Solution

Michael C Doyle, CEO, Econolite Control Products, Inc., USA

John Stout, CEO, Transys, UK

Investment in ITS: The Private Sector Perspective

IBEC 2: Where Do I Start? Issues facing Economies in Transition and Developing Countries (Tuesday 8th, 10:30 – 12:00)

Economies in transition and developing countries face different and unexpected issues when deploying ITS projects. The World Road Association (PIARC) committee on Management of Network Operations (C1.4) is studying what evaluation is needed. Where evaluation is not part of the ITS implementation process, speakers from the committee will discuss why and how ITS implementation decisions are made.

An interactive session with the participants will explore the question: "What are (your) decision-makers looking for when they are deciding whether to back an ITS project?" The answers to that question will help in guiding the committee's work over the next 18-24 months.

Moderator: Jane Lappin, Program Manager, USDOT/RITA/Volpe Center, USA

John Miles, Managing Consultant, Ankerbold International, UK, PIARC C1.4 Committee Member

Darryll Thomas, eThekweni Urban Traffic Control, Africa Branch, (Durban) Transport Authority, SOUTH AFRICA

Christopher R. Bennett, Senior Transportation Specialist, East Asia and Pacific Region Transport Unit, World Bank

IBEC 3: Hot Off the Press! The Latest Evaluation Results in Europe and North America (Tuesday 8th, 13:30 – 15:00)

Come to this session to hear the latest findings from evaluations in Europe and North America. What are recently completed field operational tests, model deployments, and Euro-Regional projects telling us about the impacts of ITS? Don't wait for the report to be published. Be the first to hear the results.

Moderator: Mark Carter, Assistant Vice President, SAIC, USA

Martial Chevreuil, Deputy Director General for Strategic Policy and Development, ISIS, FRANCE

Sylvain Lassare, National Institute for Transport and Road Safety Research, FRANCE
Reducing Accidents and Saving Lives on the French Road Network

Steve Tarry, Regional Director, Faber Maunsell, UK, IBEC Chair
M25: Variable Speed Limits on U.K. Highways

Gary Gates, PhD, Vice President International Development, iTIS Holdings, PLC, UK

Richard Mudge, Vice President, Delcan-NET, USA

Measuring and Forecasting Travel Time Using Anonymous Samples of Cell/Mobile Phone Location in Antwerp, Belgium and Baltimore, Maryland

News Flash read by **Mark Carter**:

Evaluation Projects to be Highlighted:

- *ITS for the Port of Halifax, Canada*
- *Puget Sound Regional Fare Payment System, USA*
- *Weather Related Speed Limits, Finland*
- *iFlorida Model Deployment, USA*
- *Intelligent Vehicle Initiative Field Tests, USA*
- *ITS for Tunnel Safety, Austria*
- *ITS at Border Crossings, USA*

IBEC 4: The Impacts of Road Pricing: Beyond the Technology (Tuesday 8th, 15:30 – 17:00)

While much has been written about evaluating technology options for road pricing, less information has traditionally been available about the actual impacts of these schemes on travelers' daily lives. Come to hear experiences presented by implementers and evaluators from national and city pricing schemes which have been implemented around the world.

Moderator: Eric C. Peterson, Deputy Administrator, Research and Innovative Technologies (RITA), USDOT, USA

Jack Opiola, International Director ITS, Hyder, UK
The Essential Framework of Electronic Road Pricing

Karl-Heinz Stappert, Project Manager, TÜV InterTraffic GmbH, GERMANY

The German Truck Tolling System: A Long Road to Success

Timothy McGuckin, Executive Director, OmniAir Consortium Inc., USA
Interoperability & Mobile Payment Services: The OmniAir DSRC/WAVE Model

Glen Davis, General Manager Melbourne City Link, VicRoads, AUSTRALIA
Why Price Road Usage?

IBEC Reception: A chance to network with IBEC members over light refreshments

Tuesday 8th November, 18:00 – 19:30
Hilton Hotel, Union Square Rooms 1 & 2

Co-sponsored by:
ISIS, TRL, Cairo Corporation, Mitretek